

Special Bulletin!

APR 19



AMERICAN SOD PRODUCERS ASSOCIATION

A National Organization Dedicated to Advancement of the Sod Industry

April 15, 1982

YOU CAN CAPITALIZE ON PUBLIC BROADCASTING ON P.B.S. (Educational TV) PROGRAMS!

A year or so ago you received information on "THIS OLD HOUSE" and "VICTORY GARDENS" TV shows which had been put together by P.B.S. station in Boston and televised by many local P.B.S. stations. Both of these shows have segments on sod and sod-use, maintenance, etc.

Here's what you might want to do:
Check with your local P.B.S. station to find out if they are showing one or both of the following:

THIS OLD HOUSE Show TOH #40

VICTORY GARDENS Show #615

You can tie in with this in a couple of ways:

1. Make a grant to the station to assist in costs of putting on the show or segment thereof. You will get a credit line for providing the grant.
2. Tie in your local advertising by making references to the show - station, date and time - gear some of your promotional activities around the information provided.

This is a real opportunity to get a non-biased, neutral and objective source to assist in a promotion of your product - SOD. It's well worth your effort at minimal cost.

Sincerely,

BOB GAREY, CAE
Executive Director

P.S. We are grateful to Michelle Williams of Meredith Sod Farms, Salt Lake City, Utah for reminding us of the repeat runs of these shows which received so much acclaim previously.



MANAGEMENT LETTER

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Washington reports indicate that government cannot rush into rescue the housing industry simply because of the federal budget. There is just no room in it for massive pump-priming. Reagan strongly feels that free market will gradually provide the solution and the country will be better off because of it.

No surprise...business costs will continue to rise slowly all year long. Estimate is that the prime rate will be down to about 14%-15% by summer and then go back to 16%-17% by the end of the year.

While wages very likely will go up from 7% to 9%, other payroll costs such as unemployment, taxes, Workmen's Compensation, state and local taxes will also go up.

Phone bills are to go up 12% to 16%, estimate.

Good News....is that actual price declines on gasoline and diesel... another 5¢ or so down by June and then steady. Chemicals expected to stay steady due to lower farm demands.

H.R. 4709 unanimously passed, requires federal government to pay their bills within 30 days with a 15 day grace period. If government fails to pay within 45 days the interest will start accruing on the 31st day. Senate passed S. 1381 in December. Good news for those with government contacts.

Financial counselors advise you review your Will because of the new tax changes. Law is much more generous in many ways, but present Will may have to be revised. Worth doing...who can forecast the future!!

Weather raising havoc with growers in the snow belt. Everyone's attitude seems grumpy...but nothing that a lot of warm weather and blue sky and sun wouldn't cure quickly.

A Washington advisory service forecasts the return of full-service gas stations even at self-service pumps because of competition for the market. Interesting switch!

Constitutional Amendment which would force government to balance the budget has been in the works. The interested states are working hard for Constitutional Convention and only three more states are needed to make the Congress act. Wouldn't prevent balancing under all conditions and is certain to include loopholes, but gives a real impact on the thinking of the public toward government expenditures.

Credit cards are going to cost more - higher interest on unpaid balances, grace period penalties, annual membership fees, and etc. Increased costs also to merchants many of whom are now charging extra when credit cards are used.

Some super airline bargains, but you have to watch for them. Lots of travel agencies are not anxious to sell them or plain just do not know about them.

IRS is taking a harder look at tax evasion and feel that by tapping the "underground economy" they can develop additional income. Those who are honest people are supporting this approach as they don't like to see wrong doing successful.

Want to extend your life? Avoiding cigarette smoking can add 6½ years to your life, living outside the city can add 1 to 5 years, being less than 20% overweight adds 2½ years. So reports one advisory service.

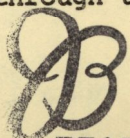
If you receive a check for less than the amount you thought you were owed, we are advised the law says you can safely cash the check for the lower sum and then demand the rest. BUT if the check is marked "endorsement of this check constitutes full payment" the thing to do is not sign and deposit as you would lose all right to the uncollected sum. They suggest that get the money on a regular check and keep your claim alive by writing "under protest" on the check.

Pittsburgh Gazette reports that journalists tend to investigate only the things they don't like. They attribute the failure of liberal reporters to look hard enough at Labor Unions in the 50's and 60's and the government social programs in the 60's and 70's to this problem. Investigative reporting seminar in Washington was recently told, "If the press had exposed more waste and fraud in social programs, the current turning against these programs might not have occurred. We have to investigate things we believe in as well as the things we don't. We have more credibility if we're perceived to be fair." Right on!

Interest free loans to an officer or stockholder were upheld by the Tax Court. IRS had directed that when a company gives an interest free loan to an officer or controlling shareholder the amount of the interest the borrower doesn't pay is taxable income. But the Tax Court said differently. A Third Circuit Court has upheld the Tax Court and ruled that no taxable income results from a company's interest-free loan to its officer-shareholder. Beaton vs. Comm. CA-1 49 AFTR 2d 82-368.

Legal size paper is going the way of carbon paper - namely out of existence. Federal courts will soon accept only 8½" x 11" sheets. It will be nice having legal papers that fit in regular file cabinets. Who else but lawyers would use a legal size file cabinet anyway!

Have you heard that Americans are tithing more? Surprise you? One report indicates that the average American tax payer pays 33% to 40% of his salary in taxes. Because of hugeness of social programs and the huge bite they take out of state and national budgets, this source says that we are doing mandatory tithing through the government by giving to social programs. New thought.


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